

# Junjie (Dinggo) Xu

**3D Animation Director / Visual Designer**



More Info in Linktree

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## **ABOUT ME**

I'm Junjie (Dinggo) Xu, an animation director and visual designer specializing in surreal imagery and 3D techniques to explore contemporary society and queer culture. With four years of experience, I've collaborated with brands like Converse, Percylau, Coach, and Wallpaper.

## **WORK EXPERIENCE**

### **Co-founder & Creative Director, 碰图 PhantomSystem Studio 2023-Now**

- Founded with friends in 2023. The main business areas include digital fashion, 3D animation advertising, and brand visual design, we have been honored with the Beijing Fashion Week Digital Pioneer Award for two consecutive years.
- Managed team operations and creative direction, wrote scripts, designed storyboards, led brand presentations, and ensured timely project delivery.

### **Branding Visual Designer, PercyLau Studio 2020-2021**

- Developed comprehensive brand imagery, package visuals and poster designs for the brand.
- Provided assistance with display and installation design for pop-up stores
- Contributed to the preparation, production, and editing of videos for social media platforms such as Instagram, Weibo, and TikTok, as well as other visual design tasks.

## **EDUCATION**

### ***MA Animation***

Royal College of Art  
(2023-2024)

### ***BA Visual Communication***

Donghua University  
(2018-2022)

## **DESIGN PROJECTS**

### **Animation for CONVERSE 2022**

- Produced creative promotional videos for Summer Illusion, the brand's new collection for Summer 2022.

### **Illustration for CONVERSE 2021**

- Designed illustrations for T-shirts and shoes displayed in pop-up stores in Wukesong Sports Center, Beijing, the brand's official offline flag ship store.

### **Visual Designer in DHU x COACH CHINA COOL Project 2021**

- Incorporated classical gardens of Suzhou into Coach's retro American style in designing perfumes, bags, and clothing.
- Organized, coordinated, and planned offline store display and poster shootings.

### **3D Fashion Campaign for L.XÚ YUHAN Studio 2021**

- Shooting and producing posters for the fashion designer Xu Yuhan's 2022SS collection.

### **Poster Design for Wallpaper\*: Windows Around the World 2020**

- Achievement: the work made it to the shortlist out of 1,000 posters (only 100 were selected).

## **SKILLS&SOFTWARE**

Cinema 4D  
Unreal Engine  
Zbrush  
Substance Painter  
Blender  
TouchDesigner  
Capture One  
Nomad

Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere Pro  
Adobe Indesign

## **AWARDS**

- Bronze Award, The 3rd Hong Kong Contemporary Design Awards 2022
- Silver Award, 2021 British Ecology Design Award 2021
- Bronze Award, The 2nd Singapore Art Design Competition 2021